

2022 UVM MPA Capstone Project Report
Communications Strategy for the Burlington Aging Council
May 2022

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Introduction and Executive Summary

This project was initiated to provide the Burlington Aging Council (BAC) with recommendations regarding their communications with Burlington’s aging population. The authors of this report researched several areas related to communications with older populations, including an examination of market trends, communications tools and design, language accessibility and translation, information distribution using third spaces, and the mechanics of implementation. In this report we document our research findings and provide recommendations for the advancement of a communications strategy for the Burlington Aging Council. To achieve clear, direct, and accessible communication with their target audience, we recommend that the BAC consider implementing a newsletter that can be distributed through both online platforms and in-person locations. We make suggestions for partnership opportunities, including the University of Vermont’s Public Communications Program and language departments, the Church Street Marketplace Commission, and Local First Vermont. We conclude by providing two samples of potential newsletter content and design, one in English (Appendix A) and the other in Nepali (Appendix B).

Background

All human beings are born free and equal in dignity and rights and these rights do not diminish as people age. This includes the right to participate, to have one’s views valued, and to be able to engage in government decision making¹. By engaging with older residents, many benefits can be realized for older adults, government, and the broader community. This is certainly the case for Burlington, Vermont whose “people 65 and over” demographic makes up 11.5% of the population, and that percentage is steadily growing². The growing aging population represents both a transformative force itself and a net asset to the city. A July 2015 AARP commissioned community survey found that Burlington residents 45 and up have many

¹ United Nations. (1948). *UN Universal Declaration of Human Rights*. GA Res 217A (III), UNGAOR, 3rd Session, Supp No 13, UN Doc A/810 71.

² U.S Census. (2021, July). *Burlington City, Vermont*. U.S. Census Bureau quickfacts . Retrieved April 23, 2022, from <https://www.census.gov/quickfacts/burlingtoncityvermont>

concerns about city planning that the local government has yet to address, such as cost of living, street safety, and disability accessibility³. This issue highlights the need for a comprehensive communication strategy that allows the local government to engage with Burlington's diverse aging population and vice versa.

Goals

The goal of this communications strategy is to effectively engage, correspond, and collaborate with Burlington's Aging population. By defining top objectives and goals, we established a clear framework for communication goals, like the City of Garden Grove, CA⁴. The City of Garden Grove developed a communication strategy to connect residents with city programming and policies. Their communication strategy is built on the following concepts as a foundation to drive improvements in current strategies and build more accessible communication structures within their city. Following are the four concepts that are at the heart of their communication strategy:

- clear and direct
- proactive
- transparent
- listening and learning

³ Binette, J. (2015, October). *The Path to Livability: A Citizen Survey of Burlington, Vermont*. AARP. Retrieved April 23, 2022, from https://www.aarp.org/content/dam/aarp/research/surveys_statistics/liv-com/2015/burlington-vt-full-report-res-liv-com.pdf

⁴ The City of Garden Grove. (n.d.) *Communications Strategy*. Garden Grove. Retrieved March 17, 2022, from [COMMUNICATION STRATEGY \(ggcity.org\)](https://www.ggcity.org/COMMUNICATION_STRATEGY)

Their communications objectives include increasing awareness, increasing engagement, providing access, enhancing transparency, and reinforcing credibility. Defining what ‘engagement’ or ‘participation’ means will help in developing communications tools.

1. Identify current challenges with communication between the City of Burlington and older residents.
2. Acknowledge that the ‘aging population’ reflects an incredibly diverse community with varied abilities, languages, backgrounds, and cultures.

Impact

Engaging and communicating with Burlington’s aging population will allow the city to elevate the contributions of older residents, disseminate important resources, spread awareness of issues facing older adults, gain insights for policy recommendations to the mayor and city council, and overall ensure that the voices of older adults are at the forefront of city planning⁵. This project aims at developing a multidimensional communication strategy that utilizes various platforms and points of connection, that is also accessible and useful to all of Burlington’s older adults.

Methods

To develop a communication strategy concept, we identified four major research areas of interest to ensure the strategy would be comprehensive, effective, and useful. Research was divided into four main categories.

1. First, market research and trends were found to be extremely useful when strategizing how to reach specific groups. Many marketing tactics are simply aggressive communication strategies that provoke people to spend money. We theorized that many of these tactics could be adapted into our communication plan to effectively reach the aging population and maintain their interest.

⁵ The City of Burlington. (n.d.). *Burlington Aging Council*. Burlington Aging Council | City of Burlington, Vermont. Retrieved March 23, 2022, from <https://www.burlingtonvt.gov/CityCouncil/Boards-Commissions-Committees/burlington-aging-council>

2. Our next area of research was tools and design. For this area, we analyzed successful strategies and tools utilized by other municipalities in reaching and engaging with aging populations. This area of research was useful in that it could provide recommendations and warnings for the development of our communication plan.
3. Next, we focused on language translation and accessibility due to the high percentage of non-native English speakers in Burlington. This aspect of research was incredibly important in achieving the project's objective of being accessible and useful to all of Burlington's older adults. Further research into how diverse populations and cultures interact with information and local government was vital in the development of this plan.
4. Finally, we researched characteristics of groups and spaces that older adults tend to operate in. This piece of the project was helpful in identifying additional points of contact we could utilize to engage with harder to reach individuals. The goal of this component was to identify community leaders and representatives of different micro-communities in Burlington that we could potentially partner with.

Overall, the methods and allocation of our research allowed us to glean a range of information that we could adapt into an effective communication strategy.

Findings

Market Trends

The 2019 U.S survey by Statista found that 84.1% of Americans over the age of 65 use email on a regular basis⁶. Meanwhile, a 2014 market research study by Synchrony Financial found that the 65 and up demographic in the U.S reacts stronger and more positively to direct mail advertisements than any other demographic⁷. These intersecting trends in elderly media consumption present a promising window of opportunity to effectively communicate public

⁶ Johnson, J. (2021, January 27). *U.S. e-mail usage by age 2019*. Statista. Retrieved April 23, 2022, from <https://www.statista.com/statistics/271501/us-email-usage-reach-by-age/>

⁷ Yasav, S. (2014). *Balancing Multi-Generational Retail Strategies*. Synchrony Financial. Retrieved February 27, 2022, from https://www.synchrony.com/8131_SYN_MultiGenWP.pdf?cmpid=OGOLABUS_NEO_OLA_0000549

administration messages to a community's aging population. The aforementioned 2014 market research study found that 65% of Baby Boomers take advantage of discount offers more often than in the past, and over 75% of the same group are more likely to patronize a business if they have a loyalty discount or coupon⁷. These considerations are important when designing a city-wide communications strategy.

Tools and Design

A report from the Canadian Public Health Agency named *Age-Friendly Communication* notes that seniors are an incredibly large and diverse population with varying needs, interests, and backgrounds⁸. Our local seniors are no exception to this with a variety of language and communication needs coexisting in the Burlington community. The report recommends using multiple levels of communication to meet the variety of needs in the senior community, including face-to-face contact, phone calls, meetings, print, signage and websites.

Age Friendly Seattle promotes using both print and digital communication to reach Seattle seniors⁹. In a study from British Columbia, Canada finds that communications strategies for senior populations should include diverse set of communication tools, opportunities for two-way dialogue (such as workshops and counseling), and mechanisms to collate and distribute information¹⁰. The most effective strategies for collating information recommended by this study include:

- Seniors' newsletter
- Community directory
 - One-stop information center

⁸ Public Health Agency of Canada. (2010). *Healthy aging in Canada - public health agency of Canada*. Age-Friendly Communication. Retrieved April 21, 2022, from <https://phac-aspc.gc.ca/seniors-aines/alt-formats/pdf/publications/public/healthy-sante/vision/vision-eng.pdf>

⁹ City of Seattle. (n.d.). *Age Friendly Seattle*. Age Friendly Seattle - AgeFriendly. Retrieved April 21, 2022, from <https://www.seattle.gov/agefriendly>

¹⁰ Ryser, L., & Halseth, G. (n.d.). *The Community Development Institute - unbc.ca*. Communications Mechanisms for Delivering Information to Seniors in a Changing Small Town Context. Retrieved April 21, 2022, from <https://www2.unbc.ca/sites/default/files/sections/community-development-institute/fall2013speakersseriespostermcbride.pdf>

- Outreach at natural gathering places
 - Doctor’s offices, seniors’ center, library, public functions, mall, etc.
- Outreach via professionals / volunteers
 - Public health, home care, book delivery service

Language Translation and Accessibility

Many formal, informal, and diverse methods are required to address barriers between elderly refugee, migrant, and immigrant populations¹¹. Providing auditory interpretation and translated documents can be used to communicate with elders from immigrant, migrant, and refugee backgrounds, however, some could speak English proficiently or lack literacy, therefore it is important to provide many methods of communication for multilingual aging communities¹².

As described in the City of Burlington Equity Report, 14% of people in Burlington speak a language other than English at home. These languages include Arabic, Burmese, French, Nepali, Somali, Maay Maay, and Swahili, however Maay Maay is not a written language, therefore interpretation is necessary¹³. The Coalition of Limited English-Speaking Elderly provide translation and interpretation in Illinois, partnering with state department, nonprofits, and health organizations¹⁴. Implementing a city or statewide coalition could provide resources in translation and interpretation services for local multilingual communities.

¹¹ *Effective communication for people with refugee experience*. Physiopedia. (n.d.). Retrieved April 21, 2022, from https://www.physio-pedia.com/Effective_Communication_for_People_with_Refugee_Experience?msclkid=e6177fd5c1bd11ecab346f0580d08d44

¹² Gordon, D., Yoshida, H., Hikoyeda, N., & David, D. (n.d.). *Patient listening - gu.org*. Patient Listening: Health Communication Needs of Older Immigrants. Retrieved April 21, 2022, from <https://www.gu.org/app/uploads/2018/05/Intergenerational-Report-IntergeneratioanlCenter-PatientListening.pdf>

¹³ City of Burlington. (n.d.). *2019 Equity Report*. The City of Burlington 2019 Equity Report. Retrieved April 21, 2022, from <https://www.burlingtonvt.gov/sites/default/files/tiles/vitalrecordsrequest.pdf>

¹⁴ *Welcome to CLESE*. Clese. (n.d.). Retrieved April 21, 2022, from <https://clese.org/>

Smartphones can increase the use of technology for communication, but this does not automatically imply the use of said technology, including email, Zoom, or other applications¹⁵. A multipronged approach of using technology and other forms of communication must be implemented to reach a diverse multilingual elder community. Specifically, WhatsApp and Facebook Messenger have been found to be utilized by older adults, especially those considered “transnational” communicating with their families in various countries^{16,17,18}.

The Model Practices Framework for Health Communication describes the various components in having effective communication with immigrants, refugees, and migrant workers¹⁹. These include:

- Identifying trusted leaders
- Marrying stories with data
- Keeping relationships and presence paramount
- Building and maintaining trust
- Prioritizing a collaboration that endures

Networks of providers, partners, and multisectoral collaboration are essential in providing effective communication with multilingual communities. Currently, multilingual Burlington

¹⁵ Khoong, E. C., Rivadeneira, N. A., Hiatt, R. A., & Sarkar, U. (2020). The use of technology for communicating with clinicians or seeking health information in a multilingual urban cohort: Cross-sectional survey. *Journal of Medical Internet Research*, 22(4), 12. Retrieved from <https://www.proquest.com/docview/2386447415?accountid=14679&forcedol=true&parentSessionId=voYijg%2F2KlzAB6fXm150OX9tKkH7HL32p7c61X03nnQ%3D&pq-origsite=primo>

¹⁶ Rosales, A., & Fernández-Ardèvol, M. (2016). Beyond WhatsApp: Older people and smartphones. *Romanian Journal Of Communication And Public Relations*, 18(1), 27-47. doi:10.21018/rjcp.2016.1.200

¹⁷ Demirsu, I. (2022). Watching them grow: Intergenerational video-calling among transnational families in the age of smartphones. *Global Networks*, 22, 119– 133. Retrieved from <https://onlinelibrary-wiley-com.ezproxy.uvm.edu/action/showCitFormats?doi=10.1111%2Fglob.12334>

¹⁸ Wilding, R., & Baldassar, L. (2018). Ageing, migration and new media: The significance of transnational care. *Journal of Sociology*, 54(2), 226–235. Retrieved from <https://journals-sagepub-com.ezproxy.uvm.edu/doi/full/10.1177/1440783318766168>

¹⁹ Health Communication with Immigrants, Refugees, and Migrant Workers: Proceedings of a Workshop—in Brief. Health and Medicine Division; National Academies of Sciences, Engineering, and Medicine. Washington (DC): [National Academies Press \(US\)](https://www.nationalacademies.org/pubs/health-communication-with-immigrants-refugees-and-migrant-workers-proceedings-of-a-workshop-in-brief/); 2017 Jun 2.

leaders have been connecting with their communities to share critical information about COVID-19, resources, and safety; these include the Vermont Language Justice Project, the Burlington School District, Trusted Community Voices, Association of Africans Living in Vermont, the Family Room, leaders at local mosques, churches, and temples, and many more.

Third Spaces

“Third places”, as described by sociologist Ray Oldenburg, are locations where you can seek the company of others within your community outside of your other obligations²⁰. This concept is especially important for older people, who often are retired and lacking the social scene of the workplace, and who are somewhat isolated from other family members living outside of the home, sometimes at an inaccessible distance from the individual. Access to third places has been observed to reduce feelings of isolation and increase feelings of happiness ²¹, and therefore the coordinating of third places should be a priority for policymakers and older Vermonters alike.

These spaces also provide an opportunity to connect older Vermonters with important resources through established networks. Even through major disruptions such as the COVID-19 pandemic, spaces such as senior centers were still found to modify service provision through utilizing existing communications networks, such as volunteers and phone lists ²². Senior centers are not the only third spaces available to older Vermonters, though their services and activities do provide a lot to their social and recreational lives. Religious institutions,

²⁰ Oldenburg, R. (1991). *The great good place: Cafes, coffee shops, bookstores, bars, hair salons, and other hangouts at the heart of a community*. New York: Marlowe.

²¹ Tu, J. C., Lin, K. C., & Chen, H. Y. (2020). *Investigating the Relationship between the Third Places and the Level of Happiness for Seniors in Taiwan*. *International journal of environmental research and public health*, 17(4), 1172. <https://doi.org/10.3390/ijerph17041172>

²² State Unit on Aging (2021). *Vermont Senior Centers - Supporting Social Connectedness through Food, Friends and Fostering Opportunity, Report of Survey Results November 2021*. Department of Disabilities, Aging and Independent Living. Retrieved from <https://asd.vermont.gov/sites/asd/files/documents/2021%20Vermont%20Senior%20Center%20Survey%20Results.pdf>

educational organizations and hobby groups make up a significant amount of people's free time and contribute to individual identity even more so.

Through conversations with representatives from different organizations that host various cultural and recreational events for the senior demographic, such as educational organizations, senior centers and religious institutions within Burlington, our group investigated communications strategies that leaders use to stay in communication and have community with their older participants.

Many religious institutions in the state of Vermont have a mix of multiple generations of followers and new arrivals from countries with different cultural needs and linguistic needs. Leaders within religious institutions hold diverse perspectives on how to have community with members across the spectrum of age and culture. Because of the pandemic, many in-person services went online, causing leaders to direct followers to resources that would educate their followers and increase accessibility. Respondents from religious institutions indicated that the sense of community held between members assisted in delivering messages about events and meetings, especially to community members who did not have reliable access to the internet.

Many organizations host events that pique the interests of historians and hobbyists, and provide volunteer opportunities that play to the strengths of older Vermonters who are seeking to give back in their community. One such organization is the Ethan Allen Homestead, a museum and cultural education center that not only hosts talks and demonstrations that bring out crowds of older enthusiasts, but also has a board of directors who also represent that demographic. The CORE Senior Center offers communications in print and email newsletters, often posting events on their website and in the newspaper, reaching their demographic through numerous kinds of preferred media. Leaders within these groups indicated that some members are easier to reach through in-person visits and phone calls, but those mediums are difficult because of the personnel required to perform one-on-one interpersonal communications.

Recommendations for Advancing a Communications Strategy

Developing a communication strategy concept for the Burlington Aging Council, will meet the following communication objectives:

- Clear
- Direct
- Accessible
- Informative
- Collaborative

We propose the development of a **dual-platform newsletter** to disseminate resources to Burlington's older resident population. Since there is evidence that older residents react positively to both direct mail and email advertising, the newsletter will be available in both print and email format. To generate value and buy-in for the newsletter, we propose partnering with local businesses and business councils to add local deals and coupons to the newsletter. Included with these deals, the newsletter will share important news and resources compiled by the Burlington Aging Council and its partners with translation options in various languages spoken in Burlington. The opportunity to sign up for the newsletter will be advertised through a multi-platform awareness campaign designed to reach many diverse groups within Burlington's senior community.

1. **Promotion and building the readership:** The newsletter will be disseminated to citizens who choose to opt-in, and this opportunity will be advertised on social media sites popular with older demographics such as Facebook, WhatsApp, and Front Porch Forum. Advertising will also be done through local newspapers, radio stations, word-of-mouth, and flyering in previously identified third places to reach less tech-savvy individuals.
2. **Content development, and newsletter production:** We propose that content development be done through a partnership with the University of Vermont's Public Communication department. Students within this program study fields of focus such as communication design through multiple mediums, socially conscious marketing, and social change journalism. Newsletter content generation could provide students with an

opportunity to apply their studies and skills to real world situations and gain industry experience before graduation.

- 3. Business Partnerships:** To connect with businesses efficiently, we are looking to partner with the Church Street Marketplace Commission and Local First Vermont. The Marketplace commission is composed of business owners, property owners and citizens who set policy for the Marketplace and provides an outstanding opportunity to network and find businesses willing to opt into the newsletter's free advertising opportunities. Additionally, Local First Vermont is a Vermont Businesses for Social Responsibility program that looks to promote the importance of purchasing from locally owned independent businesses. Their Buy Local coupon book could easily be adapted into the newsletter to be more elderly specific. This partnership has the potential to both further Burlington Aging Council's communication reach while promoting Local First Vermont's goal of stimulating small local businesses.
- 4. Translation services:** As stated above, translation will likely be the most costly aspect of the newsletter, but is one of the most important in ensuring accessibility for the diverse aging population. There are multiple options for translation. BAC could employ native speakers to act as on-site translators. In addition, BAC could partner with UVM's various language departments to provide students with an opportunity to strengthen their translation skills. BAC could also utilize local translation agencies such as ASTA-USA Translation Services, Inc. to get quick, professional translations in multiple languages. Finally, after building readership, BAC could appeal to bilingual newsletter readers to volunteer their translation services in order to increase resource accessibility in their communities.
- 5. Readership engagement:** One large objective of the communication strategy is for it to be collaborative and to give the aging population an opportunity for their voice to be heard. To do this, we recommend each newsletter communicate both a physical address and email address that readers can write to voice their opinions.

Mechanics of Implementation

Assessment of Local Resources

In implementing sustainable communication structures, the City of Burlington would need to develop an audit of our current communications strategy²³. This would be an assessment of current strategies utilized to communicate with older residents in Burlington and will identify areas of weakness which would need to be addressed in implementing this new communications tool.

As well as performing an audit, developing a communications network map would enable the City of Burlington to identify specific points of contact older residents have with service providers, third spaces, and organizations. Organizations, like Association of Africans Living in Vermont (AALV), are a hub for many multilingual older residents, as well as the senior center at CORE in the same building. Mapping out how older residents connect, receive services, and build community is essential in finding gaps in communication to address to support all older residents engage.

Partner with Other Cities

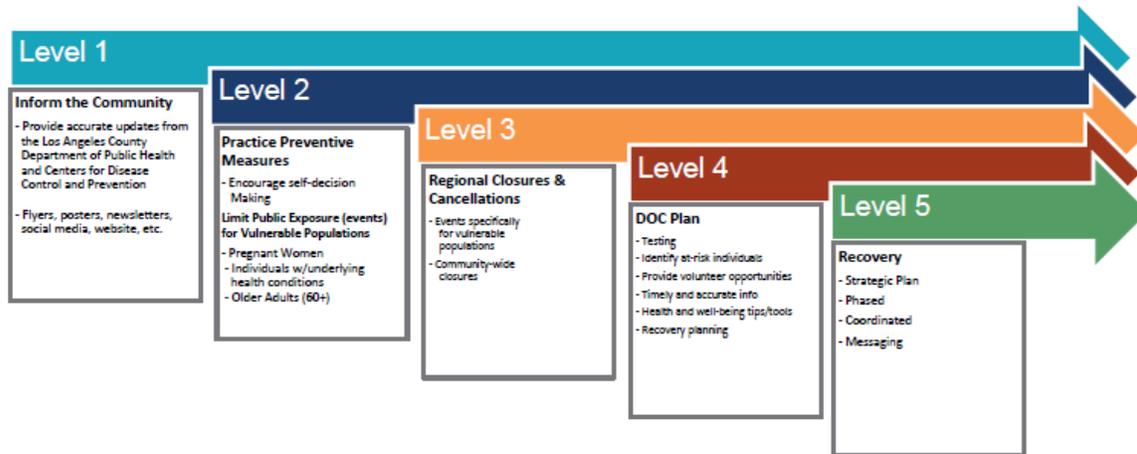
To improve our city's communication practices, continuing to investigate what tools other cities are using to communicate with their older residents is critical in developing an effective tool. For example, Arlington, Texas has established their city hall as the go-to news source for reliable information and communication²⁴. Through their Office of Communication, they developed original stories for residents looking for information, as well as inviting residents to investigate their annual budget process, understand their water billing history, and working with IT to enable residents to ask questions through open municipal data.

²³ *10 tips to level-up your city's communication strategy*. Polco News & Knowledge. (2021, July 7). Retrieved April 21, 2022, from <https://blog.polco.us/10-tips-to-level-up-your-citys-communication-strategy>

²⁴ *Results for America launches award to recognize city staff using public communication to Inspire Change*. Results for America. (2019, July 31). Retrieved April 21, 2022, from <https://results4america.org/press-releases/results-america-launches-award-recognize-city-staff-using-public-communication-inspire-change/>

Tiers

In implementing our dual-platform newsletter, we will also have to determine our communication objectives to categorize communications priorities²⁵. Information can be tiered based on importance.



Cost of Implementation

It is important to think about the cost of implementing our dual-platform newsletter, and there are many ways to limit costs through different communication tools. For example, San Antonio, Tulsa, and Dayton all use texting to inform residents in their cities about upcoming issues, concerns, news, and updates. A local resource we currently have is VT Text Alert, which alerts Vermont Residents about car accidents and other emergencies. Thinking about current infrastructure can save costs and time when implementing new communications strategies. Texts and social media have helped residents of Anchorage get connected with federal food aid, as well as helping residents connect with resources in San Pedro²⁶. Personalizing SMS can also further connect individuals with communication, and they will be more likely to read them²⁵.

²⁵ Delaviz, D. (2020, April 27). *10 ways to manage crisis communications during the COVID-19 pandemic*. icma.org. Retrieved April 21, 2022, from <https://icma.org/blog-posts/10-ways-manage-crisis-communications-during-covid-19-pandemic>

²⁶ *Trials show why local governments may want to text their residents more*. Bloomberg Cities. (2022, February 2). Retrieved April 21, 2022, from <https://bloombergcities.jhu.edu/news/trials-show-why-local-governments-may-want-text-their-residents-more>

Material costs for the project will vary depending on which medium readers decide to opt for. Email dissemination will be less expensive than mail marketing, so we recommend incentivizing that option in sign-up advertising. Email dissemination can be made most efficient through using email marketing software such as MailChimp, that charge yearly rates for businesses. For hard copy newsletter dissemination, costs would include printing services, mailing materials, and envelope stuffing labor.

Partnering with third spaces can also further the sustainability and cost-effective method of communicating with older residents in the City of Burlington, while saving costs. In mapping out community organizations, it would also be beneficial to map out current communication tools with costs. Prior to full implementation of a new communication tool city-wide, looking at long-term costs would support the sustainability of the project.

Translation services are likely to be one of the costliest elements of strategy implementation. There are a variety of methods BAC can pursue to achieve the goal of language accessibility, that have a variety of time and monetary costs. Finding which method is most appropriate will be a vital next step in the implementation of this project.

Summary and Ideas for Further Action

- The Burlington Aging Council should consider establishing a newsletter, which they can distribute through multiple platforms such as email, Facebook, and relevant in-person locations as printed copies. Multiple platforms of communication will be essential in developing an accessible communications tool.
- We recommend implementing a variety of approaches to provide culturally responsive communication to the aging population, especially multilingual elders in the Burlington community. Multilingual organizations and leaders must have input in this process to include the multilingual elderly community.
- Businesses will help this tool be more sustainable and connect individuals with sales and coupons to drive interest. Coupons are a useful incentivization tool.

- Third spaces are essential in spreading the word about the newsletter. Senior centers, churches, libraries, museums, education institutions all have opportunities for increased connection.

Next Steps:

- Reach out to the University of Vermont's Public Communication program to establish a partnership for content generation
- Forge partnerships with Church Street Marketplace Commission, Local First Vermont, and the previously listed "third places"
- Work out logistics of hardcopy newsletter printing and distribution
 - Train staff members in MailChimp software to facilitate email dissemination and work out logistics of hardcopy printing and mailing
- Seek out and expand opportunities for two-way dialogue with Burlington seniors
 - Establish an email address and mailing address that newsletter readers can write to voice their opinions
- Engage translation services to ensure appropriate language accessibility
 - Evaluate the effectiveness of the multiple methods of newsletter translation to assess which strategy is most appropriate for BAC
- Establish a metric(s) to measure the success of the newsletter. This could be total number of signups, level of engagement with two-way dialogue options, number of languages translated, etc.

Appendices

Appendix A: Sample Newsletter

Monthly Newsletter Burlington Aging Council



JAZZ FEST IS COMING
June 3-5, 2022
Visit FlyVt.org for schedule of events

MAY 2022 BAC NEWSLETTER

The state of Vermont, AARP, COVE, and partners across Vermont are hoping to address these questions by developing the EnVision Vermont Age-Friendly State Survey.

- Results will be used to create EnVision Vermont: A 10-Year Action Plan for Aging Well
- Make sure your voice is heard by filling out the survey at <https://survey.cmix.com/796DACEC/G10DF6LT/en-US>

Vermont wants to hear from you! Do you think the state is prepared to meet the needs of our communities as we all age?

LOCAL DEAL ALERT

Vermont public libraries are now circulating free day-use passes to Vermont State Parks. Get yours while supplies last!



LOCAL RESOURCES



Age Well: Information and Assistance
Website : <http://www.agewellvt.org/>
Contact Email : info@agewellvt.org
Office Phone : 802-865-0360

CORE Adult Center: Recreation and Summer Fun!
Website: <https://enjoyburlington.com/place/core-adult-center/>
Contact Email: shcarter@burlingtonvt.gov
Office Number: (802) 316-1510

Have any thoughts for BAC?
Let us know by writing to BacVT@gmail.com
or 149 Church Street, Burlington, VT 05401

Monthly Newsletter Vol: 01 | Issue: May 2022

Appendix B: Nepali Translated Sample Newsletter

मासिक समाचार पत्र

Burlington Aging Council

ज्याज महोत्सव

जुन 3-5, 2022
कार्यक्रमको तालिकाको लागि nynvt.org मा जास्नुहोस्



मे २०२२ BAC न्यूजलेटर

भर्मन्ट तपाईंबाट सुन्न चाहन्छ! के तपाईंलाई लाग्छ कि राज्य हामी सबै उमेरका रूपमा हाम्रा समुदायका आवश्यकताहरू पूरा गर्न तयार छ?

Vermont राज्य, AARP, COVE, र भर्मन्ट भरका साझेदारहरूले EnVision Vermont Age-Friendly State Survey को विकास गरेर यी प्रश्नहरूलाई सम्बोधन गर्ने आशा राखेका छन्।

- परिणामहरू सिर्जना गर्न प्रयोग गरिनेछ
- EnVisionVermont:
- युटिसकालको लागि 1दस वर्षीय कार्य योजना
- गा सर्वेक्षण भेटे आफ्नो आवाज सुनिएको सुनिश्चित गर्नुहोस्:
<https://survey.cmix.com/796DACEC/G10DF6LT/en-US>

स्थानीय डील अलर्ट

भर्मन्टका सार्वजनिक पुस्तकालयहरूले अब भर्मन्ट स्टेट पार्कहरूमा नि:शुल्क दिन-उपयोग पासहरू पठाइरहेका छन्। आपूर्ति अन्तिम समयमा तपाईंको प्राप्त गर्नुहोस्!



स्थानीय स्रोतहरू

Age Well: जानकारी र सहयोग
वेबसाइट:
<http://www.agewellvt.org/>
इमेल:
info@agewellvt.org
फोन नम्बर: 802-865-0360



CORE Adult Center: गर्मी रमाइलो!
वेबसाइट:
<https://enjoyburlington.com/place/core-adult-center/>
इमेल: shcarter@burlingtonvt.gov
फोन नम्बर: (802) 316-1510

BAC को लागी कुनै विचार छ?
हामीलाई लेखेर थाहा दिनुहोस्
BacVT@gmail.com
वा 149 Church Street, Burlington, VT 05401

मासिक समाचार पत्र

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Appendix C: Comparable Locations

Place	Title	Link
Seattle, WA	Age Friendly Seattle	http://www.seattle.gov/agefriendly
Garden Grove, CA	The City of Garden Grove	COMMUNICATION STRATEGY (ggcity.org)
Canada	Healthy Aging in Canada: Public Health Agency of Canada	https://phac-aspc.gc.ca/seniors-aines/alt-formats/pdf/publications/public/healthy-sante/vision/vision-eng.pdf
British Columbia, CA	The Community Development Institute	fall2013speakersseriespostermcbride.pdf (unbc.ca)
Chicago, IL	Coalition of Limited English-Speaking Elderly	https://clese.org/
Taiwan	Investigating the Relationship between Third Places and the Level of Happiness for Senior in Taiwan	https://doi.org/10.3390/ijerph17041172
Arlington, TX	Results for America	https://results4america.org/press-releases/results-america-launches-award-recognize-city-staff-using-public-communication-inspire-change/
San Antonio, TX Tulsa, OK Dayton, OH Anchorage, AL San Pedro, Mexico	Trials show why local governments may want to text their residents more	Trials show why local governments may want to text their residents more (jhu.edu)
Florida	Managing Crisis Communications During the COVID 19 Pandemic	10 Ways to Manage Crisis Communications During the COVID-19 Pandemic icma.org

Appendix D: Sample Outreach Email to Organizations

Hello [recipient's name],

Currently, I am enrolled in a master's course that is working on a project on behalf of the Burlington Aging Council investigating best practices for communicating with Burlington's older residents. I am looking into groups and spaces within Burlington where older residents consistently meet and engage in community activities.

[Section addressing the importance of recipient's organization]

To contribute an important perspective towards the report for the Burlington Aging Council, I am seeking the input of major religious organizations with the following questions:

- Your organization has served generations of families, providing a sense of fellowship among your members as a center of the community. How do you communicate with your members, and has that changed due to the COVID-19 pandemic?
- How do new members come to join your organization? Are activities different among the different age groups? Which groups tend to take leadership in [organizational] activities?
- In what ways do you believe your organization serves the needs of the elders within your [organization]?
- What do you think would improve your organization's ability to reach out to current and prospective members? i.e. accessibility, communications, etc.

Thank you so much for your time, and for any response you provide given your expertise in communication.

Let me know if you have any questions,

[Student name]